



CITY OF ANNISTON, ALABAMA

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PRESS RELEASE - DECEMBER 29, 2021 - 11:00 AM

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MAIN STREET ANNISTON | 2021 ANNUAL REPORT

In 2021, Main Street Anniston experienced new life and exciting change. Jackson Hodges, the city's Public Information Officer, took the role of Main Street Director in February 2021. In March of 2021, Karla Eden joined as the Main Street Event Coordinator. A new Board of Directors was established as well; wherein, Christa Morphis returned to the board as its Chair. Below you may read an overview of our work in 2021. You can review our full 2021 Annual Report by following this link: <https://bit.ly/3pAH4Le>.

In 2021, Main Street Anniston hosted over 23 events. Fourth Fridays returned, alongside new events such as our Wacky Wednesdays for children! Both the Noble Street Festival and our Halloween event, Neewollah, drew in crowds of over 8,000 to downtown Anniston.

- ***Our 23+ events combined brought over 26,000 people into downtown Anniston.***
- ***Our 23+ events generated an overall economic impact of \$6 Million+ for Calhoun County.***

Eight new businesses were established in downtown Anniston in 2021, creating over 17 new jobs. These 8 businesses bring our total count of Main Street businesses to 85.

- ***This is a 73% increase in new businesses from 2019-2020.***
- ***It is the most new businesses in a single year since 2016.***
- ***In addition, 24 private property improvements occurred in 2021, totaling a value of over \$153,000.***

Downtown Anniston also received its highest amount of public investment in 2021, totaling over \$500,000. In total, Main Street Anniston volunteers put in 235+ hours of volunteer work into 2021 as well.

- ***The \$500,000+ is the largest amount of Public Investment into Anniston's Main Street since our program began. It is \$32,000 more than all combined public investments from 2015-2020.***
- ***Notable public investments included:***
 - ***Upgraded Street Lighting on Noble Street & West 15th Street***
 - ***New Mural at 11th & Noble***
 - ***Pressure washed sidewalks***
 - ***Resurfaced West 15th Street***
 - ***Started a Façade Grant Program***

Overall, 2021 was a major step in the right direction. Our growth was noticed by others as well, as we were thankful to have been selected as the Calhoun County Area Chamber & Visitors Center's **2021 Larry K. Sylvester Small Business Advocate of the Year** award recipient! To learn more about our program, our future plans and past success, please visit our website at:

www.anniston.al.gov/mainstreetanniston.

